

10th Green Power Marketing Conference

Leadership Award Panel

Perspectives on Purchasing



Perspective

- The relationship of aspects of a subject to each other and to a whole
- First, *EPA data* on non-residential purchasing
 - Non-residential = commercial, industrial, institutional and governmental
- Second, our corporate *Partners' perspectives* on:
 - Presenting green power internally
 - Completing a purchase
 - Capturing the benefits

EPA Green Power Partnership

- Transforming Markets for Renewable Energy
 - Encouraging voluntary purchases of renewable energy
 - Building demand for new renewable energy facilities
 - Reducing the risk of climate change
- Providing Carrots, Not Sticks
 - Offering credible benchmarks and market information
 - Promoting partners' environmental leadership
- Keeping It Simple
 - Sign agreement and complete purchase within 1 year
 - Provide annual update

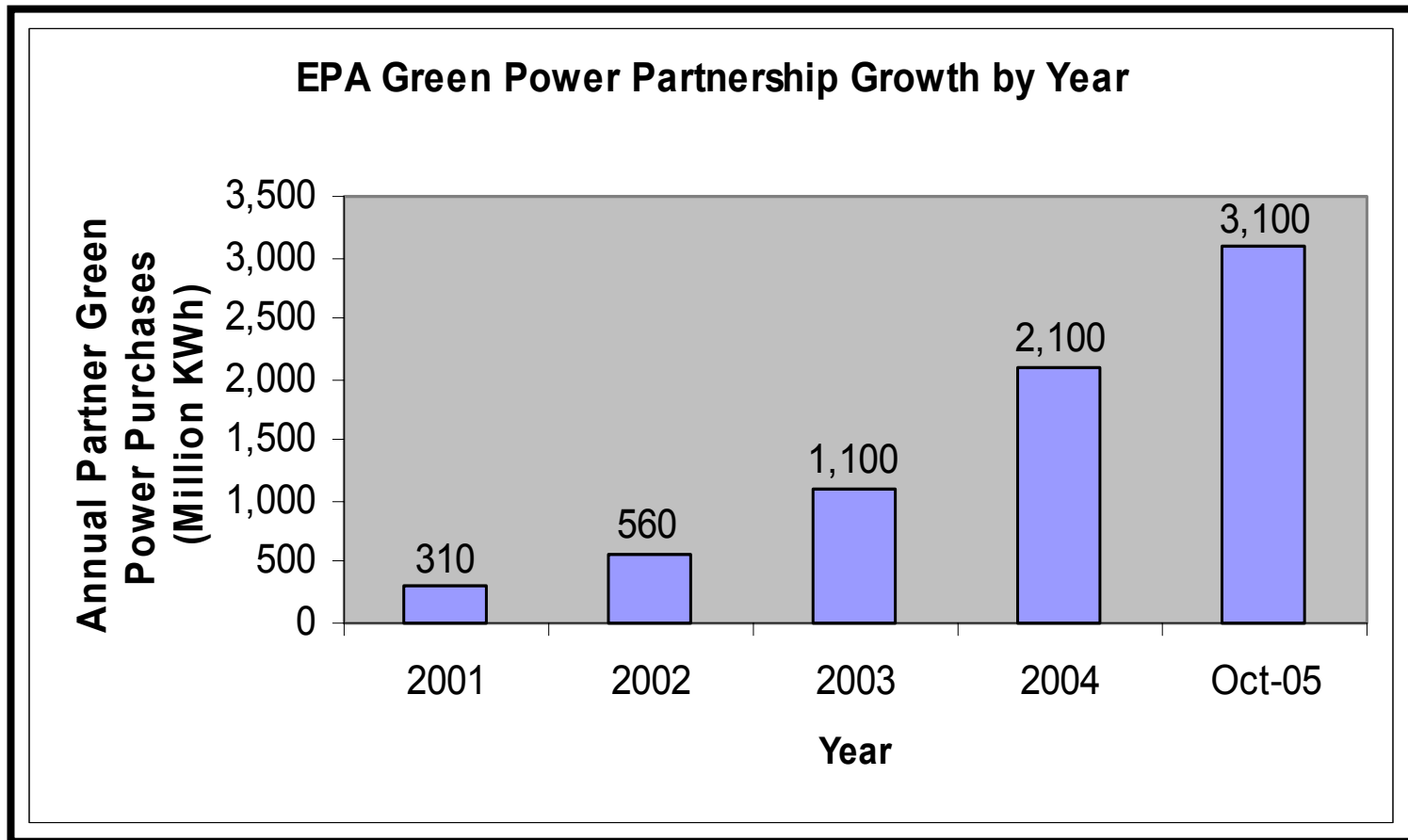


Purchasing Benchmarks

PARTNER ELECTRICITY USE /YR	MINIMUM GREEN POWER
Over 100,000 MWh	2%
100,000 – 50,000 MWh	3%
50,000 – 10,000 MWh	3%
10,000 – 1,000 MWh	6%
1,000 – 100 MWh	10%
Under 100 MWh	15%

Note: 50% of your minimum green power partnership benchmark should be met with “new” renewable energy

Partnership Growth by Year



Partnership Data by Benchmark

Annual Electrical Load	Benchmark	Partners	Green Power (MWh)	Green Power % of Total Load	New % of Product
Over 100,000 MWh	2%	57	3,315,000	7%	70%
10,000 - 100,000 MWh	3%	83	470,000	20%	85%
1,000 – 10,000 MWh	6%	111	180,000	40%	90%
100 – 1,000 MWh	10%	150	25,000	50%	90%
Under 100 MWh	15%	207	10,000	110%	70%

Up-Sells by Year

Year Joined	Partners	2001 Commitment	2002 Commitment	2003 Commitment	2004 Commitment	2005 Commitment	Total Commitment
2001	24	310,000	45,000	85,000	185,000	420,000	1,040,000
2002	67		185,000	40,000	50,000	1,000	280,000
2003	145			465,000	395,000	930,000	1,790,000
2004	264				300,000	50,000	350,000
2005	85					540,000	540,000
Total	608	310,000	230,000	590,000	930,000	1,940,000	3,990,000

Our Largest Partners

Year Joined	Partners	Original Commitment (MWh)	Current Commitment (MWh)	% Increase
2001	11	266,271	978,446	367%
2002	9	157,203	245,836	156%
2003	14	285,463	1,539,635	539%
2004	8	149,708	158,167	106%
2005	15	391,228	391,228	
Total	57	1,249,873	3,313,311	

Purchasing by Organization Type

Industry Type	Partners	Green Power (MWh)
Government (Federal)	16	1,660,000
Manufacturing	45	460,000
Government (Local, Municipal)	45	350,000
Automotive	16	180,000
Education (Higher)	41	280,000
Food, Food Services	83	200,000
Retail	48	210,000

Our Panelists



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